

News

A Publication of the ARCNET Trade Association

Datapoint Announces U.S. ARCNETPLUS™ Distributor

Datapoint® Corporation has announced that Alternative Technology has signed an agreement as a stocking distributor for the ARCNETPLUS local area network (LAN) products. A U.S. company, Alternative Technology joins an elite group of twelve international ARCNETPLUS distributors located in Europe and the Far East.

Alternative Technology, established in 1986, has built a strong dealer/VAR distribution network in 47 states. Specializing in local area networks, Protocol conversion and data communications Alternative Technology has a national reputation as a total support distributor. For information, call 1-800-544-7674.

"We are very pleased to be the first U.S. ARCNETPLUS distributor," stated Tom Zom, Alternative Technology vice president. "We recognize the potential this new technology offers our dealers and VARs by allowing them to sell into an established ARCNET® base, and continued expansion of that base with the development of new software drivers. We are looking forward to working with Datapoint now and into the future."

ARCNETPLUS is an innovative concept never before applied to the LAN environment. This product offers multiple speed capability on the same network. ARCNETPLUS performs at 20Mbps per second data transfer rate when exchanging information with ARCNETPLUS nodes, and at a 2.5Mbps per second rate when interacting with ARCNET nodes. ARCNETPLUS supports direct compatibility with existing ARCNET networks, which accounts for about 25 percent of the world's LAN connections.

"The ARCNETPLUS protocol is unique because it gives a customer the option of upgrading their network power users on a select basis without incurring the additional cost of rewiring or replacing existing network components," commented Joe W. Tucker, Datapoint vice president of U.S.

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Thomas-Conrad Announces TCCFORUM on CompuServe

Maintaining their strong tradition of technical support, Thomas-Conrad has recently opened their own forum on CompuServe to provide yet another way to get help and information from Thomas-Conrad. The forum can be reached by typing in "GO TCCFORUM" at any CompuServer "I" prompt.

The TCC Forum contains the latest drivers, diagnostic tools, technical tips, and product information for Thomas-Conrad's ARCNET product line, as well as the company's other LAN products. "We're very pleased to extend this level of support to our users," commented Jeff Chumbley, director of product marketing at Thomas-Conrad. "Since our start earlier this summer, we've seen a steady ramp in forum volume," added Chumbley.

Thomas-Conrad technical support checks the forum regularly allowing a quick response to questions. In addition, the forum is set up so that questions can be directed to a particular product family to aid response time.

For details, Thomas-Conrad can be reached at 1-800-332-8683.

This ATA publication brings news, advice and referrals to the ARCNET Community on topics of interest to chip makers, board designers, network resellers and end customers; all "ARCNET Users." This newsletter is published current and perspective association members. The ATA News is a clearing house for new products, news, application success stories, technological debates, problems, and solutions.

Whereas ARCNET is the network of attached resource computers, the ATA is the network of attached people. This newsletter is the voice for the network. Use it to its fullest potential so that the association and ARCNET itself continues to grow, benefiting our entire industry.

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Application on Back Cover



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Operations. "And in addition to the cost savings benefits, the design incorporates the established ARCNET characteristics of reliability and ease of installation, use and maintenance."

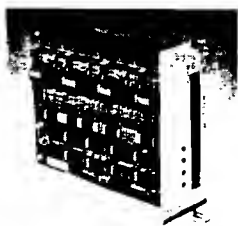
Datapoint, a leader in networking Information Technology—information processing, personal computing, telephony services, and videoconferencing—markets its products and services in 42 countries worldwide as part of its Open Systems Networking (OSN) strategy.

Datapoint and ARCNET are registered trademarks and ARCNETPLUS is a trademark of Datapoint Corporation.

ARCNET® Networking Over Telephone Wires

MXP-4TP Long Distance Local Area Network

- Transmission distances up to 4000 ft. with regular phone wires
- Fully ARCNET compatible
- Cost effective, eliminates installation of new dedicated cable
- Coexists with telephone traffic on same cable



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**Contemporary
Control Systems, Inc.**



2500 Wisconsin Avenue, Downers Grove, IL 60515

World Automated Plant Lan Markets

ATA was fortunate to obtain the excerpt from chapter 1 of this 1495 marketing report. For ordering information contact: Amy Arnes, Market Intelligence, 2525 Charleston Road, Mountain View, California 94043. Telephone 415/961-9000 FAX 415/961-5042.

Executive Summary

A. The Growing Importance of LANs on the Factory Floor

Revenues for the world automated plant local area network (LAN) market totaled \$300.3 million in 1990 and are expected to reach \$5.6 billion by 1997. The compound annual growth rate for the period 1990 - 1997 is projected to be 51.9 percent.

The goal of the manufacturing industry, in response to growing worldwide competition, is to build products more quickly, less expensively, and with better quality. Aside from improved equipment, information is necessary in order to accomplish this. The competitive importance of information as a strategic advantage in manufacturing is clear. On a broad scale, to achieve world class manufacturing, information should be accessible to all appropriate levels of a business enterprise while it is still valid and useful. This provides corporate management with the following:

- The necessary tools for centralized planning;
- Distributed processing at multiple sites at the departmental level; and
- Factory control and execution on the shop floor.

At the plant level, computerization is taking a central role in new approaches towards manufacturing. Computerization is aided by communication networks and protocols, along with specialized software for planning, documentation, control, and tracking. Communication on a shop floor is more than sending instructions to machines—a machine operator should be linked to engineering, quality, and scheduling data, allowing more flexible and accurate decision making at the point of production.

B. From a Regional to a World Market

The market is moving from being a North American or European market to an international market. U.S. manufacturing is moving overseas, and overseas companies, experiencing the competitive pressure, are moving to the North American market. In addition, strategic alliances are being formed to accommodate overseas sales. This is particularly true in the Pacific Rim markets.

C. Major Technological Trends

Networking is an industry characterized by rapidly changing technologies, new product introductions, and a multiplicity of current and evolving industry standards. Networking related to the factory floor is experiencing two trends. One is at the machine level where communications are evolving from master/slave relationships to peer-to-peer communications. The other trend concerns the infiltration from outside networks into the factory floor environment. Network communications are moving in from outside departments, such as engineering and corporate finance, to tap the data collected and stored on the factory floor.

1. Distribution of Information

There are two important aspects of the distribution of information: information processing based on function and operation, and the creation



of subgroups or distributed LANs which are then connected for information sharing. LANs are being connected with various types of hardware such as the intelligent wiring centers and bridges and routers, which are discussed in this report.

2. Information Management

Information management is being provided through the distribution of information and software products which provide access to, control, and manipulation of production and other information. Systems that make it feasible to access several systems from one operator station are moving into the factory. These computer-based systems are used for process supervision control, planning, and reporting plant production and maintenance documentation.

3. An Open Systems Approach

An open systems approach to networking and information access is becoming a standard imposed by the user group. The result is an increased need for systems which can accommodate multi-vendor communications.

4. UNIX Connects Manufacturing and Business

In general, UNIX has been the dominant operating system in engineering and scientific circles. MS/DOS has been dominant in business applications. Companies that provide MS/DOS applications are developing a UNIX version of software products as well. This could result in UNIX becoming the connection between manufacturing controls and business systems.

D. Competitive Factors

New players are entering the market and new products are being introduced quickly. Some of the companies discussed in this report were not in existence only four years ago, and some of the products were not even on the market in 1990. Thus, companies must not only be aware of what the activities of current competitors are, but also of new technologies which will provide an open door for the formation of new companies.

Strategic alliances and shared technology agreements are also impacting market position for those who are not able to form such alliances. Broad market penetration is attained through strategic alliances, thus reducing the cost of sales. Companies unable to formulate shared technology agreements must develop competitive technology internally, which is usually expensive.

Active involvement with standards committees is important in attaining competitive position in that it keeps a company abreast of current issues and also provides it with some control concerning which standards will be implemented. Compliance with industry standards is presumed to be something end-users will look for increasingly in product purchases.

E. Expectations of Leading Manufacturers

The consensus seems to be that real integration begins by adopting an open systems approach. The end-user will look for a network architecture as well as an operating system which makes this possible. The end-user will expect flexibility in growth and vendor selection. An open systems approach will accommodate a multi-vendor environment which can be integrated using industry standard networks such as ARCNET, Ethernet, TCP/IP, and/or MAP.

ARCNETPLUS European Distributors Announced

European distributors for the revolutionary line of ARCNETPLUS local area network (LAN) products were announced by Datapoint Corporation during NetWorld Europe.

Spokesmen for two of the new distributors—Atlantik Systeme and BEKA Electronics, both of Germany—expressed a great deal of enthusiasm about the tremendous market potential of ARCNETPLUS.

"This is the beginning of a new era," said Ottmar Flach of Atlantik Systeme. "I think each of us who were selected realizes the potential we have before us. We are very pleased to be among the world's first ARCNETPLUS distributors."

Bernd Kiese of BEKA Electronics stated, "We are pleased to be a distributor for Datapoint's ARCNETPLUS because of its tremendous performance and high reliability." The Datapoint announcement was part of the European launch of ARCNETPLUS, Europe is a prime market for ARCNETPLUS and a number of distributors had expressed a great deal of interest in the new technology before the selection of the companies announced today.

Datapoint presently is in phase one of a three-phased marketing strategy for ARCNETPLUS. The first phase—marketing the new technology to existing ARCNET users—will be followed by a push for new business. Phase three will involve finding new applications for the ARCNETPLUS technology.

An open, new generation technology, ARCNETPLUS employs what has been termed "multi-speed LAN economics." In part, this phrase denotes that ARCNETPLUS allows the addition of high performance for selected network power users without incurring the high cost of rewiring or replacing existing network components. ARCNETPLUS also features renowned ARCNET characteristics such as reliability and ease of installation, use, and maintenance.

For current ARCNETPLUS distributor information, call Datapoint. USA: 1-800-334-9968 Europe: 33-1-4978-3838-(PARIS).